

Amendments To Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) ~~A~~ ~~An entertainment sponsorship~~ marketing system including:

a distinct first media source configured to

broadcast ~~via a first marketing channel~~ a first show, of a series of shows, wherein the distinct first media source includes a distinct first interface configured to transfer marketing information within the first show to a remote recipient of the first show; having a storyline related to a business operation having an owner, the storyline including a predetermined issue related to said business operation;

~~an a distinct interface of second media source~~ configured to

present additional marketing information associated with the transferred marketing information by a distinct second interface to the remote recipient; and

accept from a the remote recipient by the distinct second interface participant input including contact information of said participant; a response to an inquiry; and a proposed strategy solution incorporating a product of a sponsor and corresponding to said predetermined issue related to said business operation, wherein the proposed strategy is based on the marketing information and the additional marketing information;

a database ~~constructed~~ configured to store ~~said contact information; said response; and said a plurality of proposed strategies solution from said participant and link said response and said proposed solution to a plurality of responses and a plurality of proposed solutions, respectively, from a plurality of other participants based on at least one of said response to said inquiry and said proposed solution; and~~

a processor ~~constructed~~ configured to

select at least one proposed strategy solution stored on ~~said the~~ database; and
incorporate ~~said at least one proposed solution into said storyline;~~

transfer the selected proposed strategy, by the first media source distinct first
interface, within a second show, of the series of shows.

~~wherein said interface is communicatively coupled to a network for facilitating
communication between said participant and the plurality of other participants.~~

2. (Canceled)

3. (Currently Amended) The marketing system of claim 1, wherein the marketing
information ~~said product~~ includes financial assistance products.

4. (Currently Amended) The marketing system of claim 1, wherein the marketing
information ~~said product~~ includes at least one of a transaction card, a financial service and a loan
service.

5. (Currently Amended) The marketing system of claim 1, wherein ~~said the~~ show is a
reality television show.

6. – 15. (Canceled)

16. (New) The marketing system of claim 1, wherein the second show is dynamically
altered based upon the selected proposed strategy.

17. (New) The marketing system of claim 1, wherein the distinct first interface
configured to transfer marketing information is a television.

18. (New) The marketing system of claim 1, wherein the second media source is a
computer.

19. (New) The marketing system of claim 1, wherein the distinct second media source is further configured to search for additional marketing information associated with the transferred marketing information.

20. (New) The marketing system of claim 1, wherein the remote recipient is a small business owner.

21. (New) The marketing system of claim 1, wherein the distinct second media source is further configured facilitate communication between a member of the show and a remote recipient.

22. (New) The marketing system of claim 21, wherein the communication between the member of the show and remote recipient occurs by at least one of a chat room, a bulletin board, internet web pages, and email.

23. (New) The marketing system of claim 1, wherein the recipient that provides a selected proposed strategy is designated to win a contest.

24. (New) The marketing system of claim 1, wherein the recipient that provided a selected proposed strategy is selected to appear in the second show.

25. (New) The marketing system of claim 1, wherein the distinct second media source is further configured facilitate communication pertaining to the show between a plurality remote recipients.

26. (New) The marketing system of claim 1, wherein a commercial broadcast during the first show presents additional marketing information associated with the transferred marketing information.

27. (New) The marketing system of claim 1, wherein the first show includes a storyline related to a business operation having an owner, the storyline having a predetermine issue related to the business operation.

28. (New) The marketing system of claim 27, wherein the processor configured to select at least one proposed strategy based on criteria provided by the owner.

29. (New) The marketing system of claim 1, wherein the proposed strategy incorporates a product of a sponsor and corresponding to a predetermined issue related to a business operation of the first show.

30. (New) A method comprising:

broadcasting, by a distinct first broadcasting computer system, a first show, of a series of shows, wherein the first show includes a storyline related to a business operation, wherein the storyline includes a predetermined issue related to the business operation, wherein the distinct first media source includes a distinct first interface configured to transfer marketing information within the first show to a remote recipient of the first show;

presenting, by a distinct second computer system, additional marketing information associated with the transferred marketing information,

accepting, by the distinct second computer system, a proposed strategy, wherein the proposed strategy is submitted by the remote recipient, wherein the proposed strategy is based on the marketing information and the additional marketing information, wherein the proposed strategy incorporates a product of a sponsor and corresponding to a predetermined issue related to the business operation of the first show;

storing, by the distinct second computer system, a plurality of proposed strategies wherein the proposed strategies are stored to a database;

selecting, by the distinct second computer system, at least one proposed strategy stored on the database; and

transferring, by the distinct first broadcasting computer system, the selected proposed strategy within a second show, of the series of shows, wherein the storyline of the second show incorporates the proposed strategy.

31. (New) A method comprising:

broadcasting, by a first broadcasting computer system, a first reality show, of a series of reality shows, wherein show includes a first set of marketing information;

presenting, by a computer, additional marketing information associated with the first set of marketing information, wherein the additional marketing information associated with the first set of marketing information is presented to a viewer,

accepting, by the computer, a proposed strategy, wherein the proposed strategy is submitted by the viewer of the show, wherein the proposed strategy is based on the first set of marketing information and the additional marketing information;

storing, by the computer, a plurality of proposed strategies, wherein the proposed strategies are stored to a database;

selecting, by the computer, at least one proposed strategy stored on the database; and

transferring, by the first broadcasting computer system, the selected proposed strategy within a second reality show, of the series of reality shows.